

REMARKS

It is respectfully submitted that the present amendment presents no new issues or new matter and places this case in condition for allowance. Reconsideration of the application in view of the above amendments and the following remarks is requested.

In the previous office action the Examiner rejected claims 1 and 9 as being anticipated by Alan U GB 2335768A and rejected claims 2-8 and 10-21 as being obvious in view of Alan and Ellis.

Applicants disagree for the reasons set forth below.

First it is well-settled that anticipation by a reference requires each and every element of the claimed invention. Alan therefore cannot anticipate the claimed invention because, the independent claims (1 and 9), and consequentially the dependent claims, require a graphical representation of a product as configured by a user. Alan does not teach or suggest that the user be able to configure a product on-line and then be presented with a pictorial representation of that product. Indeed, Alan only allows a user to specify invisible parts of a computer system. No pictorial or graphical representation of the final product is displayed in the Alan system.

As to the remaining claims, they can not be deemed obvious in view of Alan and Ellis, as the references when combined, or taken alone, do not contain each and every limitation required by the claims. In particular, the combined teaching of Alan and Ellis do not show that a user can select from a plurality of choices different variants for each user selectable component of the final product to be purchased and they do not disclose that the user designed product will be displayed pictorially to the user. The claims clearly require that the user select various variants of various components and that the product containing the user selected variants is displayed.

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Conclusion

In view of the above, it is respectfully submitted that all claims are in condition for allowance. Early action to that end is respectfully requested. The Commissioner is hereby authorized to charge any fees in connection with this application and to credit any overpayments to Deposit Account No. 14-1447. The Examiner is hereby invited to contact the undersigned by telephone if there are any questions concerning this amendment or application.

Respectfully submitted,



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Marc A. Began, Reg. No. 48,829
Novo Nordisk Pharmaceuticals, Inc.
100 College Road West
Princeton, NJ 08540
(609) 987-5800

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